

CHAPTER IV

CONCLUSION AND SUGGESTION

A. Conclusion

Front Office Department is one of the most important departments in a hotel industry. Front Office Department divided into many sections such as Reception, Reservation, Guest Relation Officer, Telephone operator and Concierge. Each section has an important role in Front Office Department.

One of the important sections is Guest Relation Officer. Guest relation Officer is a section of Front Office Department, which has responsibility for handling VIP guest and group. She has to handle the guest's complaints quickly and accurately. She also has to prepare fruit basket, welcome drink, welcome letter, golden book, and newspaper.

Based on the observation and the discussion, the writer has some conclusion as follows:

1. The role of Guest Relation Officer in The Sunan Hotel Solo
 - a. Guest Relation officer in The Sunan Hotel Solo should make sure that guest feel welcome from the moment they stepped into the hotel to the moment they left and also make sure that they have everything needed during their stay.
 - b. Primary coordinator in handling VIP guests

VIP guests in The Sunan Hotel Solo get special arrangements. They are treated very well. GRO is the person who coordinates and arranges the needs of VIP guests, such as room assignments, fruit basket, and bouquet of flower, cake, and welcome letter. Primary here means that GRO managed every preparation in the pre-arrival of VIP guests.

c. GRO as a problem solver in handling complaints.

GRO have a duty to handle the complaints from guests. After listening to the complaints, GRO takes further handle by calming down the guests and looking for the best solution depends on the problem occurs.

2. The activities of Guest Relation Officer (GRO) in The Sunan Hotel Solo

The activities of a Guest Relation Officer in The Sunan Hotel Solo include many aspects such as making report and updating report of VIP guest. This report is generated by hotel system. If there is VIP guests' arrival, GRO must prepare all VIP's welcome folder and prepare the guest amenities by printing special service report. Before VIP guests arrive at the hotel, GRO in morning shift must inspect the VIP room based on the VIP arrival list. GRO must help guest to fill up registration card upon check-in and escorting guest from the lobby to their room while explaining the room facilities and the hotel facilities. A GRO is responsible for handling complaints immediately and follow up thoroughly, handling birth day guest by ordering tart cake to room service and making a birthday card, handling honeymooners by preparing the card and ordering fruit basket or flower that will be set into their room. A GRO

always stands at in the lobby to greet and assist incoming guest. In the afternoon a GRO in charge must do the courtesy call to give attention to the guest.

B. Suggestion

There are some suggestions by the writer to improve The Sunan Hotel Solo services, especially for Front Office Department and the performance of GRO.

1. Front Office Department

- a. Front Office Department needs to hold regular briefings to evaluate the performance for each section. Therefore, it can improve the quality of employers' performance and the quality of the hotel at general.
- b. Having good manners is also significant for front office staff, since their job faced a lot of people who have different kinds of characters. In case of that, front office staff should be able to handle the guests who have unpleasant character politely and carefully.

2. Guest Relation Officer (GRO) Section

For GRO section, it has been already good enough. It is fine if GRO is handled by trainees but it will be much better if there is Guest Relation Executive to watch GRO performance. Guest Relation Executive must be a senior staff. If there are difficult cases which trainees could not handle, a senior staff could handle it.